



WTIC-TV

ORDER

Print Date 11/01/12 Page 1 of 3

Flight Dates 10/31/12-11/06/12

Contract / Revision 402824 - 3

Original Date / Revision
11/01/12 11/01/12

Advertiser Independence USA Pac

Agency Mentzer Media Services Inc

Buying Contact Tammie Wingrove

600 Fairmont Ave
Suite 306
Towson, MD 21286Primary Account Executive
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Product
INDEPENDENCE PAC USA

Agency Com 15%

Billing Contact
600 Fairmont Ave
Suite 306
Towson, MD 21286Sales Office TWDC
Sales Region National
Agency Ref

Order Sep 00:15:00

Estimate # 38
Alt Order # 06400103Billing Type Cash
Order Type GENERALBilling Cycle EOM/EOC
Billing Calendar BROADCASTDemographic A25-54
Rev Codes AGY POL ISSUE

Product Codes PL2

Priority 02

Advertiser Ref

Order Share 25% Market Value 337500

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	25%	84375
4WVIT	25%	84375
5WTNH	25%	84375
6WCTX	%	0
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	79	\$71,718.75	\$84,375.00	0.00	10/29/12	11/06/12	79	\$71,718.75	\$84,375.00
Totals	79	\$71,718.75	\$84,375.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	61	10/31/12	11/02/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	-- WTF--	:30	6	\$400.00	02	0.00	NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	-- WTF--		6		\$400.00		0.00					
2	61	10/31/12	11/02/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	-- WTF--	:30	6	\$400.00	02	0.00	NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	-- WTF--		6		\$400.00		0.00					
E 3	61	10/31/12	11/02/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	-- WTF--	:30	6	\$350.00	02	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	-- WTF--		6		\$350.00		0.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	3	61	10/29/12-11/04/12	M-F 8a-9a		8a-9a	-- WThF----	:30		(\$350.00)		0.00	NM		
			Credited												
4	61	10/31/12	10/31/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	-- 1----	:30	1	\$425.00	02	0.00	NM	1	\$425.00



WTIC-TV

Print Date: 11/01/12

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Contract / Revision **402824- 3** Flight Dates **10/31/12-11/06/12**

Hiatus Dates

Original Date / Revision 11/01/12/ 11/01/12

Order Sep 00:15:00

Advertiser **Independence USA Pac** Product **INDEPENDENCE PAC USA** Estimate # **38**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
4	61	10/31/12	10/31/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	-- 1----	:30	1	\$425.00	02	0.00 NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-- 1----					1	\$425.00		0.00		
5	61	11/01/12	11/02/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	--- 22--	:30	4	\$425.00	02	0.00 NM	4	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--- 22--					4	\$425.00		0.00		
6	61	10/31/12	11/02/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	-- 222--	:30	6	\$1,000.00	02	0.00 NM	6	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-- 222--					6	\$1,000.00		0.00		
7	61	10/31/12	11/02/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	-- 222--	:30	6	\$1,300.00	02	0.00 NM	6	\$7,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-- 222--					6	\$1,300.00		0.00		
8	61	10/31/12	11/02/12	M-F News at Ten News at Ten	CM	10p-11p	-- 111--	:30	3	\$1,800.00	02	0.00 NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-- 111--					3	\$1,800.00		0.00		
9	61	10/31/12	11/02/12	M-F News at 11pm News at 11pm	CM	11p-1135p	-- 222--	:30	6	\$550.00	02	0.00 NM	6	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-- 222--					6	\$550.00		0.00		
10	61	10/31/12	10/31/12	Wed Prime Rotator X-Factor	CM	8p-10p	-- 2----	:30	2	\$6,000.00	02	0.00 NM	2	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-- 2----					2	\$6,000.00		0.00		
11	61	11/01/12	11/01/12	Thur Prime Rotator X-Factor	CM	8p-10p	--- 1---	:30	1	\$6,000.00	02	0.00 NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--- 1---					1	\$6,000.00		0.00		
12	61	11/03/12	11/03/12	Sa 10p-11p Sa 10p-11p	CM	10p-11p	----- 2-	:30	2	\$1,300.00	02	0.00 NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	----- 2-					2	\$1,300.00		0.00		
13	61	11/04/12	11/04/12	Su 10p-11p Su 10p-11p	CM	10p-11p	----- 2	:30	2	\$1,500.00	02	0.00 NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	----- 2					2	\$1,500.00		0.00		
14	61	11/04/12	11/04/12	Su 11p-1130p Sun 11p-1130p	CM	11p-1130p	----- 2	:30	2	\$550.00	02	0.00 NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	----- 2					2	\$550.00		0.00		
15	61	11/05/12	11/05/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	3-----	:30	3	\$400.00	02	0.00 NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	3-----					3	\$400.00		0.00		
16	61	11/06/12	11/06/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	- 2-----	:30	2	\$400.00	02	0.00 NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		

Totals	79	\$84,375.00
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